

PROGRAM: Design and Merchandising

**PROGRAM
CIP CODE:** 52.1900

DESCRIPTION: The Design and Merchandising program is designed to prepare students for employment or advanced postsecondary coursework in design production; apparel or home furnishings sales and manufacturing; custom fashion or interior design; supervisory positions in home furnishings and apparel manufacturing; and as buyers for retail establishments. A student completing this program will possess the technical knowledge and skills associated with fashion or interior design/production and selection, wholesale purchasing, sales and promotion. In addition to technical skills, students completing this program will also develop advanced critical thinking, career development, applied academic, life and employability skills, basic business practices and leadership skills required for entry into fashion or interior design and merchandising occupations. The program utilizes a delivery system made up of four integral parts: formal/technical instruction, experiential learning, supervised occupational experience and the Career and Technical Student Organization, FCCLA.

RECOMMENDED PROGRAM SEQUENCE OF COURSES:

**Career
Preparation
Grades
11-12** The following describes the recommended sequence of courses developed from industry-validated skills necessary for initial employment or continued related education. All the state-designated Design and Merchandising standards are addressed in this instructional sequence.

52.1900.10 Fundamentals of Design and Merchandising: This course introduces students to the technical knowledge and skills associated with design principles, production, selection, marketing principles, display, purchase, sales, promotion, construction, textile science and business practices.

-and-

Option A

52.1900.20 Fashion Design and Merchandising Applications: This course is designed for students to apply advanced occupational skills in fashion design, production, selection, marketing, display, purchase, sales, promotion and materials selection.

-or-

Option B

52.1900.30 Interior Design and Merchandising Applications: This course is designed for students to apply advanced occupational skills in interior design plans and drawings, furnishings and materials selection, marketing, display, purchasing, sales, promotion and business practices.

And program may elect to add:

52.1900.75 Design and Merchandising - Internship: This course provides CTE students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed Design and Merchandising knowledge and skills.

-or-

52.1900.80 Design and Merchandising - Cooperative Education: This course utilizes a cooperative education methodology to combine school-based and supervised work-based learning experiences directly related to the standards identified for the Design and Merchandising program option.

TEACHER CERTIFICATION REQUIREMENTS FOR THE DESIGN AND MERCHANDISING PROGRAM

CAREER PREPARATION: The instructor must be CTE certified according to the following table

| | | |
|---------------------------------|-----------------------------------------------------|-----------------------------------------------------------------------------------|
| Design and Merchandising | CERTIFICATES | |
| | Types: BVT, SVT Approved Areas: FCS, VHE, VRO | Types: PVF, SVF, PCTF, SCTF No Approvals Necessary |
| | CERTIFICATES | |
| | Types: BVT, SVT Approved Areas: BUS, VDE, VME | Types: PVBM, SVBM, PVB, SVB, PVM, SVM, PCTBM, SCTBM No Approvals Necessary |

Note:

- Design and Merchandising, 52.1900.70 may be a part of the sequence and the teacher must hold a Cooperative Education Endorsement (CEN).
- Teacher/Coordinator 52.1900.75 is not required to have a Cooperative Education Endorsement (CEN).
- CTE certified teachers with a CEN certificate may manage Design and Merchandising students for 52.1900.80 with a work plan approved by Design and Merchandising teacher of record.

CERTIFICATE ABBREVIATIONS FOR THE DESIGN AND MERCHANDISING PROGRAM

| Certificate Types | | Approved Areas List | |
|-------------------|----------------------------------------------------------------------------|---------------------|-----------------------------------------------|
| BVT | Basic Vocational Education | BUS | Business Education |
| PCTBM | Provisional Career and Technical Education Business and Marketing | FCS | Family and Consumer Sciences Education |
| PCTF | Provisional Career and Technical Education Family Consumer Sciences | VDE | Vocational Distributive Education |
| PVB | Provisional Vocational Business | VHE | Vocational Home Economics |
| PVBM | Provisional Vocational Business and Marketing | VME | Vocational Marketing Education |
| PVF | Provisional Vocational Family Consumer Sciences | VRO | Vocational Related Occupations |
| PVM | Provisional Vocational Marketing | | |
| SCTBM | Standard Career and Technical Education Business and Marketing | | |
| SCTF | Standard Career and Technical Education Family Consumer Sciences | | |
| SVB | Standard Vocational Business | | |
| SVBM | Standard Vocational Business and Marketing | | |
| SVF | Standard Vocational Family Consumer Sciences | | |
| SVM | Standard Vocational Marketing | | |
| SVT | Standard Vocational Education | | |